What is claimed is:

1.   A   commerce   information   managing   method,
comprising:

5   receiving a request to generate a CM broadcast
and ‏CM information relating to the CM broadcast
from at least one of a merchandise producer and a
service provider;

        requesting to broadcast the CM broadcast and
10   the CM information relating to the CM broadcast
generated according to the commerce information;
and

        receiving the CM broadcast designation
information designating at least the CM broadcast
15   as the commerce information when a client sees the
CM broadcast and purchases merchandise or a service
according to the CM information relating to the CM
broadcast.

20   2.   The method according to claim 1, wherein
        said CM information contains at least one of a
merchandise catalog, a merchandise guide book in
which merchandise is classified based on a
characteristic of each piece of merchandise, a
25   merchandise purchase support page supporting

purchase of merchandise based on the merchandise guide book, a service catalog, a service guide book in which a service is classified based on a characteristic of each service, and a service

5 purchase support page supporting purchase of a service based on the service guide book.

3. The method according to claim 2, wherein:

said CM information is described in an XML

10 data format; and

specific information contained in the CM information is distributed.

4. The method according to claim 1, wherein

15 a broadcast program for broadcasting the CM broadcast and the CM information relating to the CM broadcast is bought from the broadcasting station.

5. The method according to claim 4, wherein

20 said broadcast program is changed based on at least one of merchandise inventory information about the merchandise producer and service providing information about the service provider.

25 6. The method according to claim 1, further

comprising:

    analyzing data of the managed commerce information; and

    transmitting an analysis result to the
5 merchandise producer or the service provider.

7.   The method according to claim 1, wherein

    said commerce information contains any of information relating to merchandise or a service,
10 attribute data of the client, and information about merchandise or a service purchased by the client.

8.   The method according to claim 1, further comprising
15   distributing instructions about merchandise or a service generated by the merchandise producer or the service provider to a shop at which a client receives merchandise or a service so that the client can receive a support of aftercare for the
20 merchandise or the service.

9.   The method according to claim 1, further comprising

    assigning the client a service point based on
25 the CM broadcast designation information,

information about merchandise or a service purchased by the client, and attribute data of the client.

5   10.   A method for offering to purchase merchandise or a service, comprising:

receiving CM information relating to a CM broadcast through a broadcasting station generated by a commerce out-sourcing center receiving a

10   request from at least one of a merchandise producer and a service provider according to a commerce information managed by the commerce out-sourcing center;

offering to purchase merchandise or

15   a service according to the CM information relating to the CM broadcast; and

transmitting CM broadcast designation information designating at least the CM broadcast as commerce information to the commerce out-

20   sourcing center.

11.   The method according to claim 10, wherein

said CM broadcast designation information is transmitted through Internet or a communication

25   line from a client home or a shop where a

transmitting terminal is provided.

12.   The method according to claim 10, wherein

when a client purchases merchandise or a

5   service according to the CM information, an

authenticating process is performed by an

authentication organization.

13.   The method according to claim 12, wherein:

10   said client owns a terminal; and

said authentication organization continuously

obtains positional information about the terminal,

and performs an authenticating process by comparing

positional information about the terminal obtained

15   when the authenticating process is performed with

continuously obtained positional information about

the terminal.

14.   The method according to claim 12, wherein:

20   said client owns a terminal;

said terminal comprises:

an identifier identifying a person; and

a living information obtaining unit

obtaining living information;

25   said authentication organization comprises

living information of the person associated with the identifier;

when an authenticating process is performed by said authentication organization, said terminal transmits the identifier and the living information obtained by said living information obtaining unit to the authentication organization; and

said authentication organization designates living information associated with the identifier based on the identifier received from said terminal, performs a authenticating process by comparing the designated living information with the living information transmitted from the terminal, and transmits a result of the authenticating process to a target which requires the result.

15.   The method according to claim 14, wherein said authentication organization further comprises an emotion estimation unit for estimating emotion from the living information received from the terminal, and notifies a public peace and order maintaining organization when the living information indicates fear based on estimation of emotion according to the living information by said emotion estimation unit.

16. The method according to claim 14, wherein

said living information is voice information, face image information, or face animation information.

17. The method according to claim 14, wherein

said living information is a plurality of face images indicating different expressions obtained when an expression of a face changes.

18. The method according to claim 14, wherein:

said living information obtained by said living information obtaining unit is voice information and animation information about a mouth portion of a face;

when said authentication organization performs an authenticating process;

said terminal transmits the voice information and the animation information about the mouth portion obtained by said living information obtaining unit to the authentication organization; and

said authentication organization performs an authenticating process based on the voice

information and the animation information about the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice, and transmits a result of the authenticating process to a target which requires the result.

19. The method according to claim 18, wherein:

said terminal further comprises an outline information obtaining unit outputting animation information only about an outline of a mouth portion from the animation information about the mouth portion obtained from said living information obtaining unit;

when said authentication organization performs an authenticating process, said terminal transmits the voice information and the animation information only about the outline of the mouth portion; and

the authentication organization performs an authenticating process based on the voice information and the animation information only about the outline of the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice.

20. The method according to claim 13, wherein

said authentication organization does not authenticate a user when determining that an amount of position movement per unit time of the terminal is large according to continuously obtained

5 positional information about the terminal, and there is no continuity of the position.

21. The method according to claim 20 wherein:

said terminal transmits a type of

10 transportation input by an owner to the authentication organization; and

based on the type of the transportation, said authentication organization changes an amount of position movement based on which it is determined

15 that there is no continuity of the position.

22. The method according to claim 15, wherein

said living information according to which emotion is estimated by said emotion estimation

20 unit is face image information.

23. The method according to claim 15, wherein

said living information according to which emotion is estimated by said emotion estimation

25 unit is voice information.

24. The method according to claim 10, further comprising

transmitting information about the merchandise or service purchased by a client, and attribute data of the client with CM broadcast designation information.

25. The method according to claim 24, wherein when said client purchases merchandise or a service, the client place an order at an Internet shop.

26. The method according to claim 13, wherein said authentication organization performs an authenticating process according to continuously obtained positional information about the terminal when a plurality of terminals having the same identification numbers appear in a unit time.

27. A commerce information distribution system, comprising:

a commerce out-sourcing center having a computer for managing commerce information for receiving a request to generate a CM broadcast and

CM information relating to the CM broadcast from at least one of a merchandise producer and a service provider;

a broadcasting station broadcasting the CM 5 broadcast and the CM information relating to the CM broadcast generated according to the commerce information; and

a terminal transmitting CM broadcast designation information designating at least the CM 10 broadcast as commerce information to the commerce out-sourcing center when a client sees the CM broadcast and purchases merchandise or a service according to the CM information relating to the CM broadcast.

15

28. A commerce information management apparatus, comprising:

a CM information generation unit generating a CM broadcast and CM information relating to the CM 20 broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider;

a request unit requesting a broadcasting station to broadcast the CM broadcast and the CM 25 information relating to the CM broadcast; and

a management unit receiving CM broadcast designation information designating at least a CM broadcast seen by a client from a terminal used by the client when the client purchases merchandise or

5   a service according to the CM information relating to the CM broadcast after the client sees the CM broadcast, and managing the CM broadcast designation information as the commerce information.

10   29.   A commerce information management apparatus, comprising:

a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service

15   provider;

a second reception unit receiving information about a client or CM information about merchandise or a service as commerce information when the client purchases the merchandise or the service;

20   and

a management unit collectively managing the commerce information.